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KELLOGG'S

Berry Book



"Sweets for the Sweet"

You'll Never Forget
the Taste of
WASHINGTON
the
"Honey-Sweet"
Strawberry

The New
**Washington
Strawberry**

Here It Is!

This picture shows you
the newest and greatest
Strawberry ever offered

Washington. The "Honey-Sweet" Strawberry

Big, mammoth berries—
deep, dark red color like
blackheart cherries—
juice is like syrup and
sweet as sugar. A marvel for
hardy growth, big yields and
long keeping qualities.
Read on pages 3 and
4 all about this
new wonder
berry.



A Lazy Idea That Pays

Three Rivers, Mich., 1930.

From Frank E. Beatty,
Three Rivers, Mich.
To You:-

You want Big Profits. That's human nature. Why should you work two acres to get a one acre yield when you don't need to? The "Kellogg" idea of making Bigger Berry Profits is to set heavy fruiting plants and fewer of them, do less work, grow bigger crops and make more money. Yes, it's a lazy idea--but it pays.

Years ago \$300.00 to \$400.00 was considered a good profit from an acre of strawberries. Now, with Kellogg's Thoroughbred Pedigree plants, growers are getting \$800.00 to \$1200.00 per acre and quite a number are even reaching the \$2000.00 mark.

When a grower writes and tells me that he gets 9,000 quarts of berries from an acre of Kellogg plants and only 3,500 quarts from an acre of low-priced plants, that's all the proof I want to convince me that low-priced, unfruitful plants are an extravagance and not a saving.

The difference between the cost of low-priced, unfruitful plants and Kellogg Thoroughbred Pedigree plants is too small to pay anyone to take chances. Pay a little more for heavy fruiting plants and make your crop and profit more sure. Save yourself a lot of sweat.

You don't have to wear out a pencil figuring the difference between low-priced plants and Kellogg's big profit plants. Set the two kinds side by side and let the plants figure it out for you.

We are the largest berry plant growers in America; fifty years right here in Michigan and Kellogg customers have stuck by us year after year. What's the answer? Satisfied customers, that's the answer. Big crops and big profits will draw and hold customers the same as molasses will draw and hold flies. Kellogg's Thoroughbred Pedigree plants are our "molasses."

One of our biggest problems each year is to grow enough Kellogg plants to supply the demand. This year we have the largest acreage of Kellogg plants we ever have grown. Kellogg plants for everyone, but don't wait too long before ordering. Order early and make sure.

You folks surely tried to swamp us last year with your orders and letters, but we came through all the rush without a scratch. Your letters and questions were answered promptly, your orders filled at the proper planting time and the plants went through in fine shape. Customers who ordered too late got their money back. Much obliged. Try it again; we are all set for big business.

Sincerely yours,

**For
Big Berries
and
Big Profits
Grow
Washington
the
Honey-Sweet
Strawberry**

See pages 3 and 4



A Little Money Earns a Lot *"The Kellogg Way"*

Each dollar you invest in Kellogg Thorebred Pedigree Strawberry Plants makes you from \$15.00 to \$40.00. Kellogg plants are your sure way to big profits.

Chas. H. Baum, Booneville, Ind. invested \$17.00 which made him \$309.00. Eighteen dollars for each dollar invested.

A \$9.75 investment made H. M. Faut, East Greenville, Pa. \$197.80; a twenty for one profit.

Thomas Cleghorn, Akron, Ohio put \$20.00 in Kellogg plants and took out \$593.80; thirty dollars for each dollar.

Mrs. John Covington, Boyds Creek, Tennessee spent a little better than \$5.00 for a Kellogg strawberry garden and made \$222.90; more than thirty-seven dollars for each dollar.

Here's a big one. A. L. Hess, Salem, Va. invested less than \$6.00 in a Kellogg strawberry garden which made him \$276.75; better than forty-six dollars for each dollar invested.

Mrs. Mary E. Humphreys, Bolivar, Pa. invested \$5.25 in Kellogg plants which made her, in 1925, \$45.00; 1926, \$60.00; 1927, \$71.00; 1928, \$35.00; a total of \$211.00, or an average of \$52.75 each year for four years. Beat that if you can for a four year run, and with only \$5.25 invested.

I'll Show You How and Help You

Ask questions when you want information. I am always glad to answer your questions and letters. Read pages 13 and 14. See how simple and easy it is to grow berries the Kellogg way. Read the descriptions of all varieties. Select the ones which appeal to you. All Kellogg varieties are heavy yielders. I'll select suitable varieties for you, if you prefer. Just tell me how many plants you want or how much you wish to invest, or give me the dimensions of your ground and I will make up a selection that will give you a big crop of choice berries. Remember you're always welcome to my time and my experience.



R. M. KELLOGG CO., Three Rivers, Mich.

The New Washington

You'll Never Forget the Flavor

"HONEY-SWEET"

Washington, a very late bi-sexual (male). Fruits here late June and July. Plants grow 12" to 15" high. Each fruiting plant fills a half-bushel basket. Large, glossy leaves with metallic lustre. Good plant maker. Big cropper. Single plants have produced more than three hundred berries.

Big, sparkling, glossy berries; deep, dark, glossy red, like blackheart cherries. Filled with sweetness. Juice like syrup; requires no sugar. Delicious as chocolate cream candy.

Keeps for days after picking. Berries picked here in late June during rainy weather kept on a hot porch four days and were still in good condition, almost as fresh as when picked, still sweet and delicious. Several quarts of berries carried two thousand five hundred miles in hot July; arrived fresh, solid and sweet.

Try Washington plants. See them grow. Taste the berries. You'll never forget the flavor—"honey-sweet."

What's a berry like this worth to you?

WASHINGTON PRICES

We pay Postage and we pay Express

| | | | | | | | | |
|-----------|-------|--------|------------|-------|--------|-------------|-------|---------|
| 25 plants | ----- | \$1.85 | 100 plants | ----- | \$4.75 | 500 plants | ----- | \$12.75 |
| 50 plants | ----- | 3.25 | 200 plants | ----- | 6.75 | 1000 plants | ----- | 24.50 |

More than 1000 plants at thousand rate.

In Colorado and West, add 20c per 100 plants to pay the extra transportation.



The Honeysweet Strawberry

Brand *NEW!*

*The Sweetest Strawberry
Ever Offered*

WASHINGTON

The Honeysweet Strawberry

Now after ten years of rigid tests and proved results, we are ready to offer you "WASHINGTON"—the most amazing new STRAWBERRY ever brought out. Truly, this remarkable new type of strawberry is destined to be the greatest achievement in strawberry history. New in color—new in size—new in taste and a real revelation in keeping qualities.

Never before a strawberry that could equal the new WASHINGTON for enormous size, deep dark red color and delicious, sweet taste. No other variety can approach "WASHINGTON" for hardy growth, big yields and exceptional keeping qualities. It surpasses any variety I have ever known for both the home garden and market grower.

"Washington" was bred and born in the state of Washington. Brought into existence by Mr. John Nordheim. Seedling after seedling, test after test, year after year, 10 years and more. Then came the "Washington." Now you know where the "Washington" came from, who brought it, how long it took to get it and why we named it "Washington."

Thirty-five years of strawberry experience, and I have never before seen or tasted a berry like "Washington." Neither have you because there never has been a strawberry to compare with "Washington" in vigor, size, color and sweetness.

In February, 1928, five thousand "Washington" plants came to us from the originator in the state of Washington. Plants arrived February 15th when our ground was frozen hard as a rock. These plants were packed in boxes and held two months. Planted in April, several hard freezes after planting. Still they lived, grew and fruited.

A most wonderful performing strawberry. Big? Yes. I have picked berries nearly as large as hen's eggs. Berries when ripening first turn pink. Next comes the dark red cheek. Then dark, glossy red all over, inside and out. Dark red to the very center. Now, they are ready for the taste. Put on your bib and bite into a "Washington." You never tasted such a deliciously sweet flavor.

Don't fail to include a goodly number of WASHINGTON plants in your order. I know WASHINGTON—I know what it will do and I predict our supply will go fast. Get your order in early, because you never were offered plants of WASHINGTON quality at our low prices. See illustration opposite, also on front cover.

Blazing With Color and Beauty

10 BIG REASONS WHY You Should Grow Washington

- | | |
|----------------------------|-----------------------|
| 1.—EASY TO GROW. | 6.—KEEPS LONG. |
| 2.—STRONG, THRIFTY PLANTS. | 7.—FRUITS LATE. |
| 3.—YIELDS HEAVY. | 8.—SWEETEST FLAVOR. |
| 4.—MAMMOTH BERRIES. | 9.—SELLS AT SIGHT. |
| 5.—SHIPS WELL. | 10.—BIG PROFIT MAKER. |

Every Kellogg Plant Is A

Thorobred Pedigree

Not One Drone in an Acre

What a whale of a difference those two words make. Thorobred Pedigree means the same in berry plants as it does in hens. Berry plants can be bred and fed for heavy fruiting, just the same as hens can be bred and fed for heavy laying.

I have read of one hen that laid 329 eggs in 365 days and four pullets in this same flock averaged 273 eggs each in one year. Eggs are in the hens and berries are in the plants.

The hens referred to require no more feed than a poor laying hen; neither will Kellogg Thorobred Pedigree Plants require any more feed and care than poor, unfruitful plants. It takes more than just feathers, meat and bone to produce eggs and it takes more than just roots and tops to produce berries. Breeding and selection are the important factors.

The picture at the bottom shows Kellogg Thorobred Pedigree Plants growing in the propagating field. Note the even growth, no variation, all bred and fed for heavy fruiting; all thorobreds. Not one drone in an acre.

The single plant shows the root and crown system. Such plants have sufficient vitality stored within them to insure you a big, quick growth and a big crop of choice berries.

The next picture shows the plant in full bloom one year after planting. The picture at the bottom shows the plant in full fruit; most of the foliage has been removed from this plant to show the berries.

When you buy your hens, consider the eggs rather than the price you pay for the hens and when you buy your berry plants, consider the berries instead of the price. The additional eggs and berries will soon pay back the additional cost of your hens and plants. Sounds reasonable, doesn't it?

R. M. KELLOGG CO., THREE RIVERS, MICH.



**Kellogg's Thorobred
Pedigree Plants
Bring**

Real Economy

**To
Berry Growers**

Real Economy

There are just two kinds of economy—real economy and false economy. Why do thousands of berry growers continue to buy Kellogg Thorobred Pedigree plants when they can buy other plants for less? Because they know their profits come from the big crop of berries and not in the small saving in the cost of plants.

These growers know from experience that Kellogg plants will yield enough more berries to more than pay the additional cost many times over. The plants pay for themselves. You don't pay this additional cost. The additional crop takes care of this and gives you a big profit besides.

In 1928 we had a big crop of Kellogg plants. Growers bought these plants so fast we were sold out before we knew it. After this big crop of plants was sold we returned more than \$40,000 to customers whose orders came too late. Why do they do it? Because it is real economy to buy the best.

Look at this fruiting stalk of berries. Imagine eight or ten such stalks on a single hill. Figure the amount of berries each Kellogg plant will produce. Kellogg plants are selected and bred for heavy fruiting. In your own judgment, which is real economy for you, a small saving when you buy your plants or a big profit when you sell your berries? I'll admit that low prices are tempting, but after all, profits and results are what count.

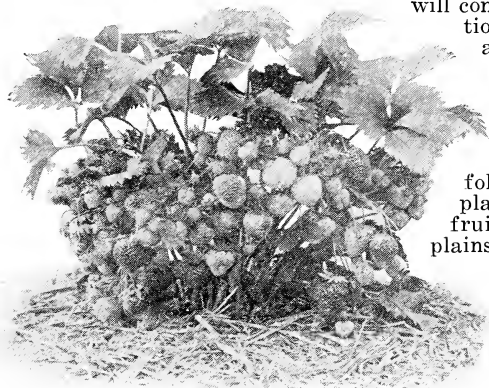
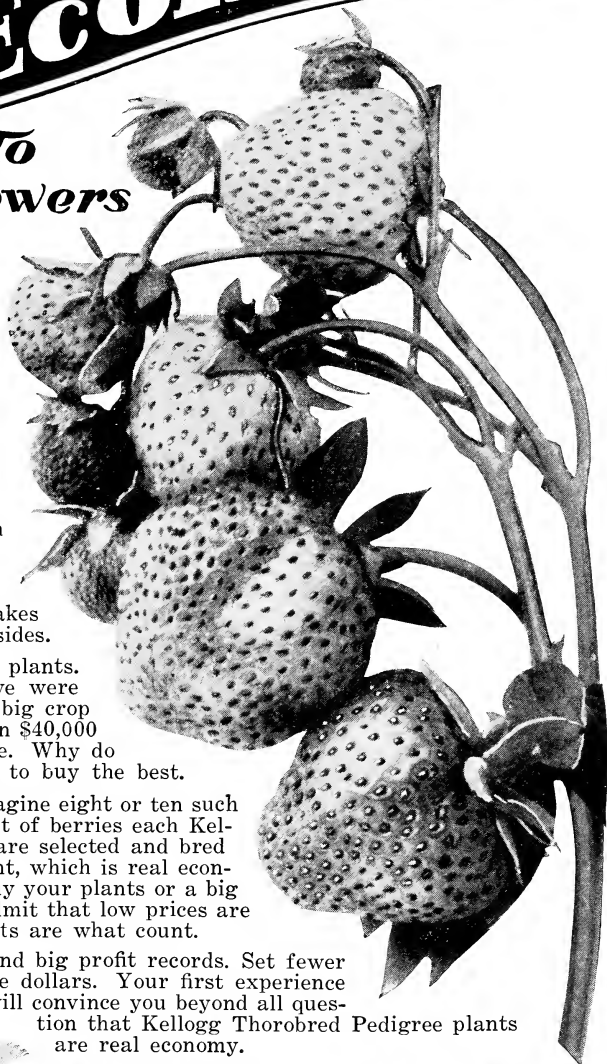
Use plants which have heavy fruiting and big profit records. Set fewer plants, pick more berries and bank more dollars. Your first experience

will convince you beyond all question that Kellogg Thorobred Pedigree plants are real economy.

A Kellogg Thorobred Fruiting

Look at this fruiting hill. Made from an actual photograph of a Kellogg Thorobred Pedigree Plant. Count the berries if you can. Most of the foliage was cut off to show the berries. What are such plants worth to you? All Kellogg plants are heavy fruiters. Not one drone in an acre. This one plant explains why Kellogg customers are growing such big crops and making such big profits. Don't figure your pennies when you buy your plants; figure your dollars when you sell your berries. Use Kellogg Thorobred Pedigree plants and make your berry growing easy and profitable. That's realeconomy.

M. P. Nelson, Pontiac, Michigan, says: "Kellogg's strawberries make the wheels of prosperity hum every time."



Kellogg's PREMIER

The Prize Winner and Money Maker

Extra early, FROST-PROOF bi-sexual (male). Kellogg's Premier fruits extra early when berries are selling at high prices. A big yielder of big, bright red berries. A prize winner and a big money maker in all soils and climates. Kellogg's Premier holds the world's record for big yields and big profits. Has a record of 14,000 quarts per acre, \$2,000.00 profit. Often yields two quarts per plant. Some customers report even larger yields.

Kellogg's Premier has a longer fruiting season than any other strawberry. Begins fruiting extra early, continues fruiting with the later varieties. Kellogg's Premier is the best shipping and best keeping extra early strawberry ever grown. Always arrives on the market in good condition, which insures quick sales at big prices.

Big wholesale fruit dealers in large cities advise us that Kellogg's Premier is the early strawberry that the market demands, always bringing the highest prices. One Milwaukee merchant says, "It has been my experience that the earliest strawberries bring the highest prices and Premier is the best selling, extra early strawberry I have ever handled. Premier berries always reach us in good condition and top the market." Kellogg's Premier for big profits.



Kellogg's Premier, the Frost-Proof, Extra Early Berry

17,500 quarts from only 1¼ acres in 1928. 35,000 quarts from less than 3½ acres in 1929. Chas. A. Garlick, Jewell, N. Y., reports these yields from his Kellogg's Premier Plants.

Plant Kellogg's Premier and make your profits big and sure.

Priced in column three, page twenty-nine.

Kellogg's Big BEAUTY *The Sparkling Strawberry*



KELLOGG'S BEAUTY

Late Bi-Sexual

THE STRAWBERRY THAT KEEPS WELL

All strawberries are beautiful, but Kellogg's Beauty is the most beautiful of them all.

All strawberries are delicious, but Kellogg's Beauty is scrumptious.

All strawberries will keep for a time, but Kellogg's Beauty keeps for days.

All strawberries have good qualities, but Kellogg's Beauty is the quality of qualities.

Kellogg's beauty will give you beauty, quality, quantity, and profit — all you can wish for in strawberries.

For prices see column four, page 29.

R. M. KELLOGG CO.,

**Three Rivers,
Mich.**

Kellogg's Beauty is big, beautiful and late. Berries large as walnuts, solid as a peach, juicy as an orange and sweet as cake. Its sparkling beauty, delicious flavor, and bright green calyx commands the highest price on all markets.

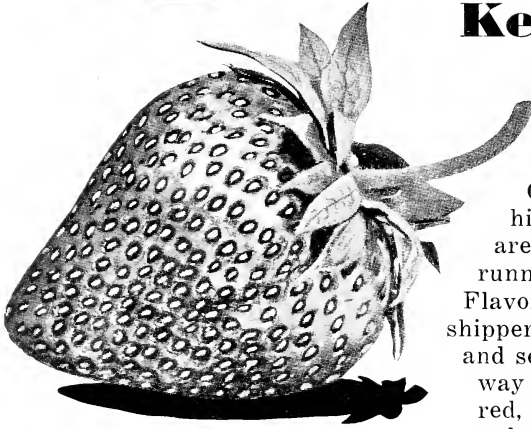
The strawberry that keeps well. Pick Kellogg's Beauty today and sell them tomorrow or the day after without losing a berry.

Plants grow 12" to 15" high. One plant when fruiting fills a half bushel basket; leaves large as the palm of my hand and runners as long as my arm. Fruiting stalks eight to ten inches long, a quarter of an inch thick, grow straight up with berries in full view. Easily grown, easily picked and easily sold.

Now fruiting in all parts of the country. Every purchaser satisfied. Last spring, frost after frost at blooming time failed to stop Beauty from producing a big crop of big berries which sold readily at big prices. Dependable and profitable for home garden and market. For prices see column four, page twenty-nine.

4

Dependable Varieties



Kellogg's Early Bird

Very Early Bi-Sexual—Male

Earliest Strawberry on Record

Very early bi-sexual (male). Have you tried Early Bird and how do you like it? One local grower here says Early Bird is his best extra early strawberry. The plants are strong, vigorous growers. Makes lots of runner plants. Berries large, bright, snappy red. Flavor is mild and delicate. Good keeper, good shipper and most delicious for home use. Try it and see what it will do for you. That is the only way you can tell. Grow Early Bird for your big, red, extra early berries for early family use and market. Early Bird will give the biggest crop and

biggest berries when grown in narrow rows. For prices, see column 3, page 29.



Kellogg's Senator Dunlap

Mid-Season Bi-Sexual—Male

The Favorite Market and Canning Berry

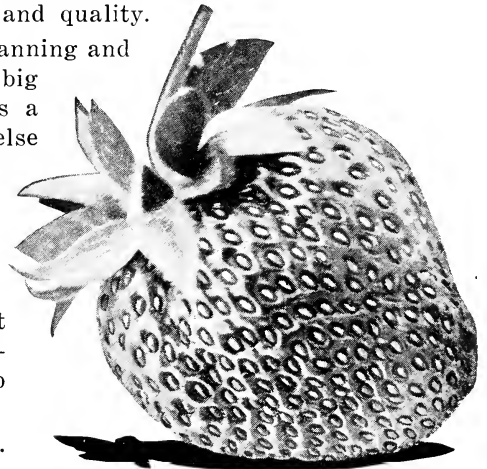
Senator Dunlap is the old tried and true mid-season strawberry. Absolutely dependable in all soils and climates. Has stood the test for thirty years. One of the leading strawberries for market and canning. Senator Dunlap has made millions of dollars for strawberry growers.

Senator Dunlap is a strong grower and very hardy. A very heavy yielder. Berries are large, of deep, dark red color. Dark red to the very center. No berry can outclass Dunlap in size, color and quality.

You should grow Senator Dunlap for market, canning and home use. For market, Senator Dunlap is a big money-maker. Kellogg's Senator Dunlap has a record of \$1,800.00 from only one acre. What else can you grow that will make you \$1,800.00 per acre?

For canning, Senator Dunlap takes first place. For home use, Senator Dunlap is a big favorite. It's big, deep dark red, delicious berries and canning and shipping qualities are what make Senator Dunlap one of the favorite strawberries. For best results grow Senator Dunlap in narrow rows.

For prices, see column one, page twenty-nine.



All Thorobred Pedigree

4

Kellogg's Gibson

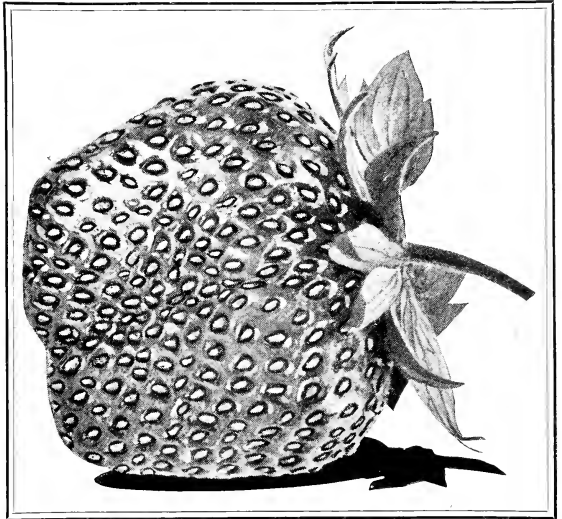
Medium Late Bi-Sexual—Male

Makes Good Everywhere

Gibson is a variety that will make you money. One of the most productive varieties grown. Very hardy grower. The leaves are large, leathery and healthy. Grows low and spreading. We have seen Gibson rows so filled with berries that a quart of big berries could be picked without moving. The rows made red streaks through the field.

Gibson is not what we would call a real beautiful berry, but the berries sell well on the market and that is what the market grower wants. Gibson berries are rather odd-shaped as you will note by the picture. Gibson has been on the market a good many years and no doubt will remain a great market berry for a good many years to come. Grow Gibson in either narrow or wide rows.

You should grow Gibson on account of its productiveness and because it is so easily grown. For prices, see column two, page twenty-nine.

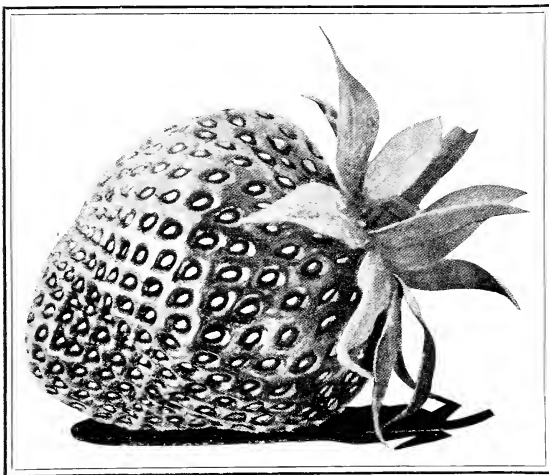


Kellogg's Dr. Burrill

Mid-Season Bi-Sexual—Male

The Million Dollar Strawberry

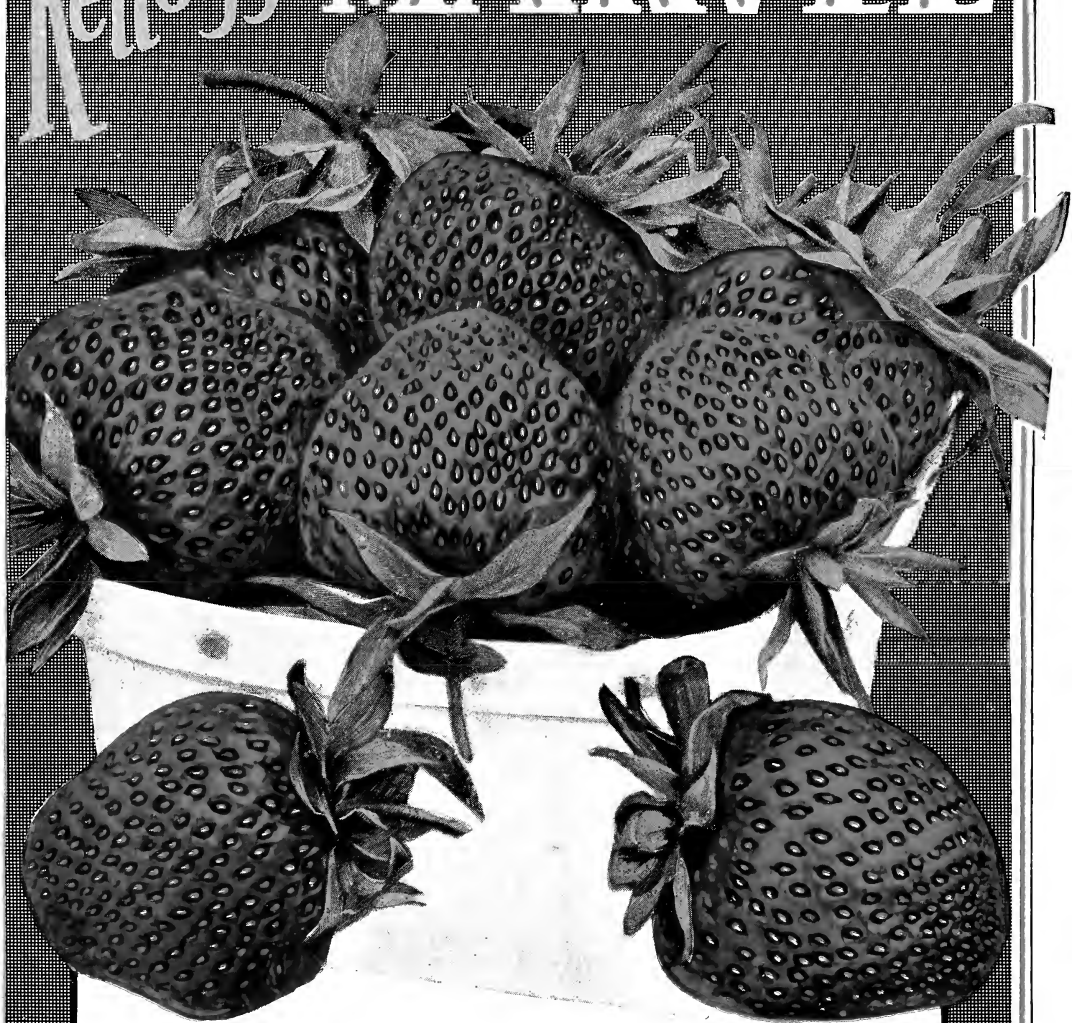
Dr. Burrill is the million dollar strawberry because it has added millions of dollars to the strawberry industry. No variety can produce more big, dark red, glossy berries than Dr. Burrill. Closely resembles Senator Dunlap. Does not make quite as many runner plants as Senator Dunlap, but always enough to fill in good, heavy fruiting rows.



Dr. Burrill is a strong, hardy grower and a heavy yielder of beautiful, big berries. No variety ever produced a more beautiful berry than Dr. Burrill. Dr. Burrill is another variety that you should grow for canning, market and home use. It is a most wonderful canning variety for both home use and canning factories.

You can grow Dr. Burrill with little work. Does not require much attention. For big, fancy berries grow Dr. Burrill in hills or narrow rows. We recommend Dr. Burrill with full confidence that it will please you in plant growth, big yield, big berries and big profits. For prices, see column 2, page 29.

Kellogg's MARVEL



The Marvel of Beauty and Productiveness

Very late bi-sexual (male). Tall, strong grower. Good plant maker. Berries large and blood-red, through and through. Big crop reports come from all parts of the country. One New York grower says Marvel berries bring \$8 and \$10 a crate on the New York market. Indiana customer reports Marvel his best late strawberry. Others say Marvel is a wonderful yielder of big, blood-red berries. Repeat orders coming in for more Marvel Plants prove it to be a big winner in all soils and climates. Does best in hills or narrow rows. Requires no mating.

Grow Marvel for big, fancy, blood-red berries. Priced in column 3, page 29.

Kellogg's Big Late

"The QUEEN of QUALITY and QUANTITY"



Big Late—Extra Late Pistillate (Female)

Kellogg's Big Late is the best late strawberry ever put on the market. Has received more compliments and praise than any other extra late variety on record. Absolutely dependable. Big grower, big producer of big berries. No variety, either early or late, will produce more berries or better berries than Big Late. As firm as any berry that ever grew. A splendid shipper and a wonderful keeper. Should be mated with some bi-sexual (male). Fruits extra well in either narrow or wide matted rows. Has a record of better than \$1,200 from one-half acre. Grow Kellogg's Big Late for your big, sparkling berries that sell at big prices and make you the big profits.

For prices, see column three, page twenty-nine.



Here's the Kellogg Way to Make \$500⁰⁰ to \$1250⁰⁰ Per Acre

IN GROWING berries the KELLOGG WAY your success depends more upon the kind of plants you set than it does upon the ground you set them in, because it is the plants that produce the berries.

Poorly bred, weakened plants cannot produce a big crop of berries any more than a poorly bred, weakened horse can win a race.

Growing berries the KELLOGG WAY is so simple and easy that it does not require very much "know how", but there is a right way and a wrong way, and here's the right way.

Use the very best and most fruitful one hundred per cent true to name plants you can get, set them in well prepared soil, give them good care, and you have the secret of big crops of big berries.

The "Kellogg Way"—Cultural Methods

Soils Any soil that will produce vegetables or common farm crops will produce strawberries, but old timothy sod should be avoided on account of white grubs.

Soil Preparation Plow or spade the soil to a depth of eight to ten inches. Thoroughly pulverize the soil to the full depth of the plowing or spading and press firmly with roller. It is not good practice to set plants in soil that is full of clods.

Fertilizers Either cattle, horse, sheep or hog manure is good. If possible this should be applied before plowing or spading and it should be thoroughly worked into the soil before planting, or this fertilizer may be scattered thinly between the rows after plants are set. Pulverized sheep manure makes excellent fertilizer. Use at the rate of half-ton per acre. This material may also be used as a top dressing after plants are set.

Commercial Fertilizers Well-rotted stable manure or pulverized sheep manure are the best. If these cannot be obtained, blood and bone tankage applied at the rate of 400 or 500 pounds per acre will give splendid results, or apply 250 pounds acid phosphate per acre.

Time to Set In all northern states April and May are the best months in which to set plants. In southern states plants may be set as early as February and March.

How to Set Plants Make an opening in the soil with a dibble or spade. Place the roots of the plants straight down into the opening with roots spread fan-shaped and press the soil firmly against the roots. Have the crown or body of the plant even with the top surface of the soil.

Pruning Every Kellogg Thorobred Plant is root pruned all ready for setting; no further pruning is necessary.

Heeling in Plants Should it be necessary to hold the plants several days before setting make a V-shaped furrow, open the bunch and spread the plants thinly in the furrow, roots downward, with crowns level with the surface of the ground and press the soil firmly against the roots. Water the plants often until ready for setting. Plants may be kept several weeks in trenches of this kind.

Planting Systems You will find the hill or narrow row system the most profitable. For the hill system rows may be made 24" to 30" apart and plants set from 12" to 15" apart in the rows. All runners should be removed. The hill system does not mean to hill or ridge the ground, but it does mean to grow just one plant in a place. 14,000 plants are required to set one acre when plants are set 30" x 15". For the narrow row system, rows should be three feet apart and plants set about 20" apart in rows. Each plant should be allowed to make enough runner plants to fill a row about one foot in width. All surplus runners, after row is so formed, should be cut or pulled off. This system requires approximately 8,000 plants per acre.

Mating Strawberry varieties are divided into sexes, both male and female. In the description of each variety listed in this book we explain how to mate each pistillate or female in order to get the best results, and our method for doing this is very simple. In large fields there should be at least one row of bisexual or male varieties to every three or four rows of pistillate or female varieties.

Cultural Methods—Continued

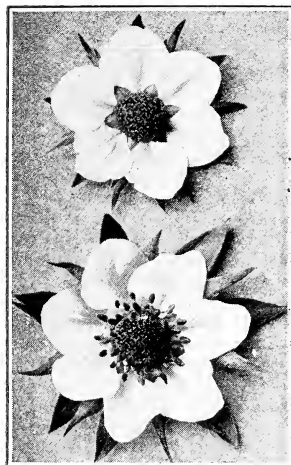
Cultivation The cultivation should begin soon after plants are set. Cultivate shallow—only two or three inches deep. During dry spells frequent cultivation retains the moisture and keeps the plants growing vigorously. It also aids in bringing plant food into available form for the plants.

Filling in Vacancies If, for any reason, a plant should fail to grow, the vacant place may be filled in with runner plants formed by plants setting next to the vacancy.

Removing Blossoms Soon after your plants are set blossoms will begin opening. These should be removed by cutting or pinching off the fruit stalks. This will strengthen the plants and make them more fruitful when fruiting time comes.

Insects and Fungi When you set Kellogg Thorobred Plants you are setting plants which are 100% pure and healthy. They are thoroughly sprayed in our propagating fields and are sent to you absolutely free from all insects and fungi.

Mulching During the early winter in cold climates it will pay you to cover your plants with straw, marsh hay, shredded fodder or coarse stable manure to protect the plants against alternate freezing and thawing during the winter, and to keep the berries clean when they are ripening. It also retains moisture and keeps down the weeds which aids the plants in fruiting more heavily. In the spring remove the mulching which lies on top of the plants, placing it in the spaces between the rows.



Sex in strawberry plants graphically presented. Above: pistillate blossom. Below: blossom of a bi-sexual plant.

Picking If possible always pick berries when the vines and berries are dry, especially if they are to be shipped a long distance. The berries should be removed from the vines by pinching the stem between the thumb nail and finger, leaving about one-half inch of the stem attached to the berry. This adds to the appearance as well as to the keeping qualities.

Marketing It is no problem to sell strawberries if you have Kellogg quality. The automobile brings the buyer right to your field, or you can sell through your local grocers. There are several plans for selling, and this is generally worked out by the individual grower. He can select the method that is best adapted to his particular locality.

Preparing for Second Crop After your plants have fruited the first season the foliage can be mowed off and the rows narrowed down with either breaking plow, spade or hoe, and the plants allowed to produce another crop.

Growers using Kellogg's Thorobreds have no regrets like Mont F. Highley of Oklahoma who wrote us as follows: "Having paid dearly for my experience by losing two years work with cheap, unfruitful plants, I am now advising my friends to buy Kellogg Thorobreds and save themselves the disappointment I experienced with cheap plants. I have learned through my own profitable experience that Kellogg Thorobreds are the cheapest in the long run."

The Everbearers These varieties are exceedingly productive and their fruiting season covers a long period. On this account the ground should be highly fertilized either with stable manure, pulverized sheep manure or blood and bone tankage. The everbearing plants you set this coming spring should have their blossoms removed at intervals of every two weeks until about July 1st. The plants from then on may be allowed to fruit to full capacity. The berries generally begin ripening in August and as the season advances the berries increase in number and size.

Crop Rotation After strawberry plants have fruited two years it is best to plow or spade the plants under and grow some other crop. The new bed should be set in ground which has not grown strawberries for at least one year. Strawberries will follow most any farm or garden crop.

How to Grow Raspberries and Blackberries

Make a deep and rather wide furrow. Spread the roots and press the soil firmly around the roots. Place the plants deep enough so that when the furrow is filled with soil the roots will all be covered. Be careful not to break any new sprouts.

After the new growth starts, cut off the old stalk. This adds vigor to the plants.

When the new canes of Cumberland Raspberries are about two feet high, pinch out the top bud as this promotes lateral limbs which give more fruiting wood increasing the crop. Red raspberries and blackberries should not be tipped, but the following spring while the plants are dormant, prune back one-third of the previous year's growth.

Make the rows five or six feet apart and set the plants five or six feet apart in the rows and keep them in hills. Cultivate and hoe shallow. When the plants are through fruiting, cut out all the old fruiting canes and burn them. This gives the new growth a better chance to produce a large crop of choice berries the following year.

Grape Culture

Grapes are set in the same manner as raspberries, only the plants should be farther apart, about eight feet each way. After setting, cut the top back to two buds. The first year pinch out all sucker growth which appears at leaf base. This gives you a single vine which should be tied up to a stake.

Kellogg's "Acre-Plots"

Big Cash Prizes



\$627.00 Profit from One-Fourth Acre

I have less than one-quarter acre of Kellogg strawberries. My net profit was \$627.03.

I am sixty-one years old and had to retire from my profession. My doctor warned me not to do any labor and here I am stronger and in better health than ever.

Dr. Hugo J. Von Hagen.
Ridgefield, Connecticut.

Wouldn't you like to win a big cash prize? \$80.00 cash prize to the one who grows the most berries from Kellogg's Acre Plot. \$40.00 for the biggest yield on the one-half acre plot. \$20.00 for best yield on the one-fourth acre, and \$10.00 to the one who grows the most quarts on one-eighth acre. In case of a tie each gets the full prize.

Everyone Wins in This Contest

This is one contest where everyone wins. If you do not win a cash prize, you can win from your berries—the prize of a big cash profit.

Von Hagen and Beaudette had no experience in berry growing. Read their letters. See what they made with Kellogg plants. You don't need experience to grow Kellogg berries the Kellogg Way.

You can't lose. You take no chances. Kellogg Thorbred Pedigree Plants and just a little care insure big crops and big profits.

No special ability required. We show you how, and stay with you from the start to the finish. Write all the letters you wish and we'll answer them. Our forty-eight years of experience is here for you to draw from. The beginner has just as much chance of winning as the seasoned grower.

Start this year with a Kellogg Acre Plot. Make your big cash profit sure. You don't need experience. We help you.

J. W. Jones of Argillite, Kentucky, made \$586.53 from one-fourth acre and won a big cash prize besides.

H. O. Benshoff of New Milford, Ohio, received \$741.60 from his Kellogg half-acre plot.

Here's Your Opportunity

This is just the opportunity you should grasp right now—your opportunity to make money with the chance to win a big cash prize. Put that idle acre to work. Make money out of those spare lots. Make your land worth something. If you have no land, rent some. The strawberry business is legitimate, dignified, and profitable. Any banker will back the man or woman of character who wants to go into it.

There's really no excuse for your not entering this big profit-making contest. The whole thing is simple and easy, and the rewards are unusually big. Look at these contestants here, see what they have done.

You owe it to yourself to make these profits. Let strawberries buy your home, build you a barn, buy you an automobile or send your children to college. We guarantee the safe arrival of the plants or your order refilled free of charge.

Order your Kellogg Plot now. You will re-

ceive the varieties listed below, unless your soil requires other varieties. Indicate the type of your soil on the coupon and we will select varieties best adapted to your soil. Your plants will be delivered to you at planting time, pruned all ready for setting, with a Kellogg plant setting Dibble, free.

Count the quarts of berries picked. Tell us how many quarts your plot produced. If your yield is the highest you get the cash prize. Prizes awarded October 1st of the following year.

\$1,044.75 from Half-Acre Plot

The enclosed statement is the exact amount of berries picked from my Kellogg's half-acre plot: "First berries picked June 23 and finished picking July 29. The total yield was 4615 quarts. Total amount received for berries was \$1,044.75."

W. D. Oakley, Clark's Summit, Pa.

Mr. Oakley was the prize winner in the half-acre plot contest. After receiving the prize, here's what he wrote: "Your letter and check of Sept. 30th received. I learned in this contest that it

pays to get plants from people like Kellogg, who have had a wide experience in the strawberry business. I wish to thank you for the prize and trust I shall always be a booster for your products."

Big Cash Profits



\$1,800 from One Acre

Bessemer, Mich. I purchased enough Kellogg plants for one acre and had very good returns. I picked and sold nearly 9,000 qts. at an average price of 20c per qt. From now on I will purchase none but Kellogg plants.

George Beaudette.

Get Your Pencil

Get your pencil now and fill in the coupon. Make an X in the square to indicate your type of soil so we may select the highest money making varieties for you. Check the size plot you want, fill in your name and address and mail the coupon with your remittance to us.

We will reserve your plants and deliver them to you at planting time. We've helped thousands make money. Now let us help you. Mail coupon TO DAY.

\$150.00 in Prizes

Fourth-Acre Plot

You get two thousand plants. Same varieties as one-acre plot, but one-fourth as many of each. Total value of the plants is \$18.35. The prize for the biggest yield is \$20.00 in CASH.

Special Delivered Price, only \$16.95

One Acre Plot. 8,000 Plants. You get the selection of plants named below when you order this "Acre Plot." Make the rows three feet apart, set plants 20 to 22 inches apart in the row, and you have the right number of plants for one acre. The prize for the biggest yield in 1931 is \$80.00 CASH.

| | |
|--|----------------|
| 2,000 Early Bird or Premier, for extra early berries | \$19.50 |
| 2,000 Gibson, Dr. Burrill, or other mid-season | \$13.50 |
| 4,000 Kellogg's Big Late, or other late varieties | \$37.00 |
| Special delivered price, only | \$70.00 |
| | \$65.00 |

Half-Acre Plot. 4,000 Plants. Same varieties as for "Acre Plot," but only half as many of each. Prize for biggest yield is \$40.00 CASH, and the total value of the plants is \$36.20.

Special delivered price, only \$33.50

In Colorado and West, add \$2.00 per thousand plants for extra transportation.

Eighth-Acre Plot

1,000 plants. Same varieties—500 Big Late, 250 Early Bird and 250 Gibson or Dr. Burrill. Total value of plants is \$10.55. The prize offered for the biggest yield is \$10.00 in CASH.

Special Delivered Price, only \$9.45

**Make that Idle Acre Pay
Try for a Big Cash Prize
Make a Big Cash Profit**



ACRE PLOT COUPON

Amount Enclosed, \$

R. M. KELLOGG COMPANY

THREE RIVERS, MICHIGAN

Please enroll me as a member of your "Acre Plot" Contest in the size I have checked. You are to send me the number of plants indicated, all charges prepaid, and a dibble for setting.

Name _____ Address _____

☐ Acre Size, 8,000 Plants, price \$65.00
☐ 1/2-Acre Size, 4,000 Plants, price \$33.50
☐ 1/4-Acre Size, 2,000 Plants, price \$16.95
☐ 1/8-Acre, 1,000 plants, \$9.45
☐ SANDY LOAM SOIL
☐ BLACK SOIL
☐ SANDY

Kellogg's Grand Prize Garden

We Pay the Postage

\$50
in
Prizes

Four Big Varieties—300 Plants

Order This Garden and Try for a Big Cash Prize

Here is your chance to win a big, cash prize. Order a Kellogg Grand Prize Garden. Keep count of the number of quarts of berries you pick. \$25.00 given to the one growing the most quarts. The next highest yield gets \$15.00 and the third biggest yield receives \$10.00. In case of a tie each of the tying contestants will receive full amount of the prize won. A big crop of berries and a chance to win a cash prize.

Read These Letters from Last Year's Prize Winners

First Prize Winner, \$25 Prize

"I herewith enclose my Prize Garden report. I picked my first berries May 15th. My total yield was 1,147 quarts which brought me \$321.80. Everyone who saw my garden asked, 'Where did you get the plants?' My answer was, 'Kellogg's.' We expect to order some more Kellogg plants soon."—J. C. Gimbel, Winston, Va.

Second Prize Winner, \$15 Prize

"Here is my report on my Grand Prize Garden. The plants were set where I had raised onions for three years. I tended them the Kellogg Way and I never saw such berries grow out of the ground. I got 765 quarts and sold them for 30c per quart. Total profit \$229.50."—Mrs. Mollie Dryden, Waveland, Indiana.

Third Prize Winner, \$10 Prize

"Regarding my Grand Prize Garden, we picked 385 quart boxes and sold them at 25c to 20c per quart. I could have sold double the amount I had. I supplied some of the best houses around here with these berries. Wishing you every success."—James N. Houston, Cobourg, Ont., Can.

Kellogg's Grand Prize Garden Selection

| | | |
|----------------------------|-------|--------|
| 75 Early Bird, extra early | ----- | \$1.45 |
| 75 Dr. Burrill, mid-season | ----- | 1.05 |
| 75 Big Late, very late | ----- | 1.45 |
| 75 Beauty, extra late | ----- | 2.55 |
| Regular price | ----- | \$6.50 |

Special Delivered Price only \$5.75

IN COLORADO AND WEST, ADD SIXTY CENTS FOR EXTRA POSTAGE

Kellogg Dibble

Best plant setting tool ever devised. Is made of high grade steel. Corrugated to add strength. Curved smooth handle to fit the hand. One man can set two or three thousand plants a day. Very useful for setting all kinds of small plants.



Price, postpaid, 35c, 3 for \$1.

◀ In Colorado and West, add 10c extra for each dibble. ▶

A KELLOGG'S GRAND PRIZE GARDEN



KELLOGG'S QUARTET GARDEN

**THE FOUR SWEETEST STRAWBERRIES
WASHINGTON, BEAUTY, BIG LATE, EARLY BIRD**



Kellogg's Sweetest Quartet.

Kellogg's Brand New 1930 Garden, selected for families who want sweetness, bigness, beauty, quantity, economy and profit.

Easy to grow; easy to pick. Big, beautiful berries every day, from extra early to extra late. Four varieties of color and flavor; all deliciously sweet.

Kellogg's "Quartet" adds "harmony" to your home.

**Order This Garden
and Save \$2.50**

| | |
|---|---------|
| 100 Early Bird—big extra early strawberry | \$ 1.75 |
| 100 Kellogg's Beauty—big, sweet and beautiful | 3.00 |
| 100 Kellogg's Big Late—the queen of quality | 1.75 |
| 100 Washington—the "honey-sweet" strawberry | 4.75 |
| Regular price | \$11.25 |

A \$11.25 VALUE
FOR ONLY \$8.75

Our Big Special Bargain Price only \$8.75

IN COLORADO AND
WEST, ADD 80 CTS.

Kellogg's Back Yard Garden

Order This Garden If You Have Only a Small Space

A plot 20 x 30 feet is plenty large enough and an even smaller one can be used. With proper care this garden will produce a big crop of choice berries even in shaded back yards. As much as 200 or 300 quarts per season would not be unusual.

| | |
|----------------|---------|
| 50 Early Bird | \$ 1.10 |
| 50 Big Late | 1.10 |
| 50 Dr. Burrill | .80 |
| 50 Gibson | .80 |
| Regular price | \$ 3.80 |

Special delivered price only \$3.40

IN COLORADO AND WEST, ADD FORTY CENTS.

Kellogg's Everbearing Garden

**Here's the Garden That Will Give You
Strawberry Shortcake in the Fall.....**

Buy Kellogg's Everbearing Garden now and you will pick big, delicious berries this coming September and continue picking until November. This garden should produce all the berries your family can use this fall and give you enough to sell to more than pay for the garden. Produces in spring also.

| | |
|-------------------------------------|--------|
| 100 Mastodon (The Jumbo) Everbearer | \$3.35 |
| 100 Progressive Everbearer | 2.55 |
| Regular price | \$5.90 |

Delivered to you for an even \$5.00

IN COLORADO AND WEST, ADD FORTY CENTS.



R. M. KELLOGG COMPANY

THREE RIVERS, MICHIGAN

Big Bargain Variety Garden



A \$9⁵⁰ Value for Only \$5⁰⁰

Here's your opportunity to try all Kellogg varieties at a very small cost. With this Variety Garden you get 25 plants each of all Kellogg varieties listed in this book, including Washington, the "honey-sweet" strawberry. Think of it! A \$9.50 value for only \$5.00.

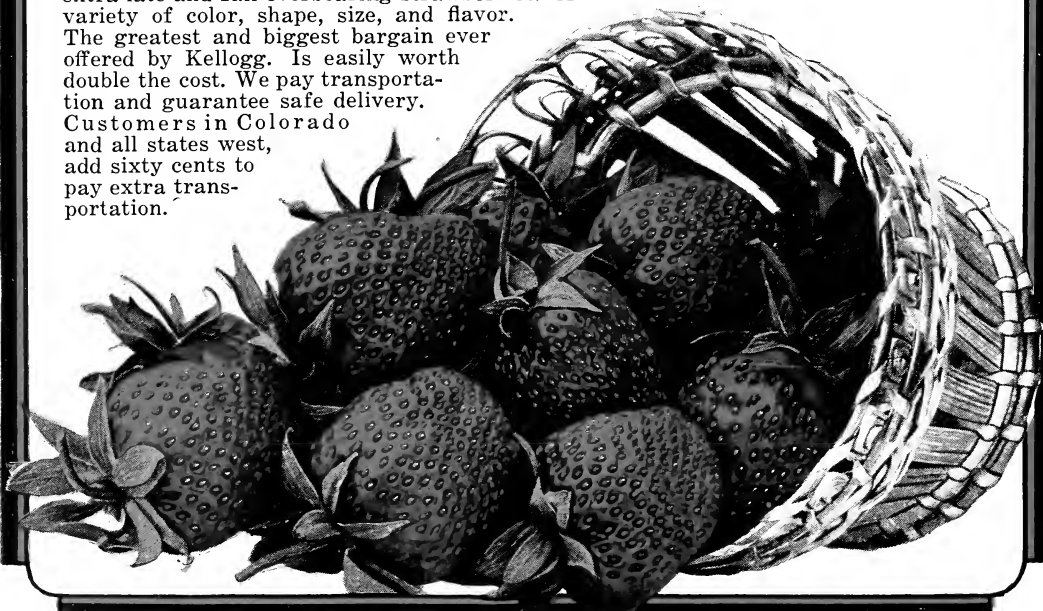
We are making this big bargain offer so you may know that all Kellogg varieties are just as good as we claim them to be. Order this Variety Garden and you will get 25 plants each of Dunlap, Gibson, Dr. Burrill, Early Bird, Premier, Big Late, Marvel, Beauty, Progressive, Mastodon, and Kellogg's new variety, Washington, the "honey-sweet" strawberry. This gives you \$9.50 worth of Kellogg plants for only \$5.00, and we pay the postage.

11 Varieties — 275 Plants — You Save \$4.50

This Variety Garden covers the entire strawberry season. Extra early, mid-season, extra late and fall everbearing strawberries. A variety of color, shape, size, and flavor.

The greatest and biggest bargain ever offered by Kellogg. Is easily worth double the cost. We pay transportation and guarantee safe delivery.

Customers in Colorado and all states west, add sixty cents to pay extra transportation.



Kellogg's Big Crop Garden of **BIG BERRIES**

The Biggest Bargain and Greatest Money Maker of Them All

For those who want a BIG crop of fine berries for home use and profit, this is the ideal garden. Starting early with Premier or Early Bird, continuing with Dr. Burrill or Gibson, and finishing late with Big Late and Kellogg's Beauty, it gives you a well rounded-out season.

Premier or Early Bird will bring the high early-season prices, Dr. Burrill or Gibson will supply your canning and preserving needs, and Big Late and Beauty will keep you eating and selling strawberries after others are all through. Probably one of the best balanced gardens we have. Ideal for boys and girls who want to earn their own money, or for women either.

We've made a liberal price reduction on this garden. You save one full dollar. This garden is sure to sell fast. Order yours now.

Order This Garden and Save \$1

| | | |
|---|-------|--------|
| 100 Kellogg's Premier or Early Bird for extra early | ----- | \$1.75 |
| 100 Dr. Burrill or Gibson for mid-season | ----- | 1.25 |
| 100 Kellogg's Big Late for extra late | ----- | 1.75 |
| 100 Kellogg's New Beauty for late | ----- | 3.00 |
| Total | ----- | \$7.75 |

This complete garden will be delivered to you at our special bargain price of only

\$6.75

In Colorado and west, add
80 cents for extra postage.



Everbearing Strawberries Produce Big Fall Crops

HERE'S a picture of Kellogg's Mastodon Everbearers photographed three months after planting. Plants set in April. Fruiting in July. Only 90 days to wait for big, red berries. Big, red berries every day until snow flies. Kellogg's Mastodon is the real jumbo everbearer. Under the foliage are loads of blossoms, green berries



and ripe berries. Pick berries every day. Plenty more ripening. You can't keep Kellogg's Mastodon from fruiting. Every dollar you invest in Kellogg's Mastodon Everbearing plants will make you many more dollars in a few months after planting.

Three Big Crops in Eighteen Months

You should grow Kellogg everbearers for quick results and long fruiting season. You get three big crops in eighteen months. Set plants in April or early May and pick berries in late July or early August. Continue picking until freezing weather stops them fruiting. The following summer another crop and still another crop the following fall.



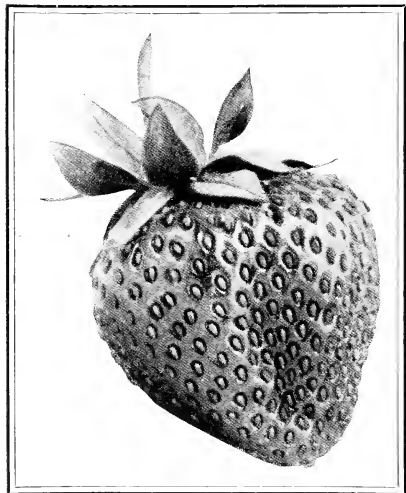
Kellogg's Progressive Everbearer

Bi-Sexual—Male

Big Summer and Fall Crops

Progressive everbearer is the old, tried and true everbearing variety; succeeds in all soils and climates; has stood the test for many years. A universal favorite; strong grower and very heavy producer. Berries large to medium, dark glossy red. Easily grown, easily picked, and easily sold. The favorite for the home garden and nearby market.

Kellogg's Progressive gives you a big crop of the choicest berries the same year you set the plants; a big crop the following summer and still another big crop the following fall. Three big crops in 18 months.



R. M. KELLOGG COMPANY

THREE RIVERS, MICHIGAN

Kellogg's MASTODON

The King of Everbearers



Kellogg's Mastodon

Bi-Sexual (Male)

The Jumbo of Them All

Mastodon is a bi-sexual (male). The king of everbearers. A big grower and a big producer of big, bright red berries. Frost-proof. This picture shows size and shape of berries. Made from an actual photograph.

Mastodon is easy to grow. Makes just enough runner plants to fill in good, heavy fruiting rows. No variety could possibly produce more big berries per acre than Kellogg's Mastodon. Every plant is loaded with blossoms and big berries. Pick every day, from early August until light freezing weather. No end to their fruiting until freezing stops them. Two more big crops the following summer and fall.

Kellogg's Prices

We Pay Postage and Express

| | |
|--------------------|---------------------|
| 25 Plants---\$1.40 | 200 Plants--\$ 5.35 |
| 50 Plants--- 2.15 | 250 Plants-- 6.35 |
| 75 Plants--- 2.70 | 300 Plants-- 7.35 |
| 100 Plants--- 3.35 | 400 Plants-- 8.35 |
| 125 Plants--- 3.85 | 500 Plants-- 10.00 |
| 150 Plants--- 4.35 | 1000 Plants-- 20.00 |

More than 1,000 at thousand rates.

In Colorado and West, add
20 cents per 100 plants.



Kellogg's LATHAM

The Giant Red Raspberry



KELLOGG'S LATHAM, the Giant Red Raspberry

Here is the giant of red raspberries. The dish of berries shown here pictures the size, shape and color of Latham very accurately. Made from an actual photograph.

Latham holds its shape, does not crumble. Brings five to ten cents per quart more than other raspberries. A big yielder and big profit maker. Has a record of better than \$1,000 per acre.

Latham is a strong, sturdy grower. Large canes which grow tall and upright. Canes do not bend over when loaded with their big crop of big berries. Very attractive, keeps well, ships well and sells at sight above market prices. Right here in Three Rivers a large acreage of Latham could not supply the enormous demand. Berries were spoken for long before they were picked. Customers came to the field and gladly paid a premium price.

We want you to try Latham at a small cost. We have only about 100,000 Latham plants. All choice, first grade stock. Kellogg quality. Not enough for late orders. Order yours at once.

Kellogg's Prices. We Pay Postage and Express

| | | | | | |
|-----------|-----------|-----------|------------|------------|-------------|
| 12 Plants | 25 Plants | 50 Plants | 100 Plants | 500 Plants | 1000 Plants |
| \$1.85 | \$2.95 | \$4.15 | \$6.35 | \$25.50 | \$48.00 |

2,000 or more plants at \$45.00 per thousand. In Colorado and West, add 2c per plant.



KELLOGG'S ROSES

Two Year Field-Grown

Climbing Roses (Two-Year)

(Illustrated Below)

Dorothy Perkins — (Pink Rambler)—Blooms very double, medium size of soft blush pink. Strong grower and very hardy.

Dr. Van Fleet — One of the best climbing roses. Vigorous grower and hardy. Beautiful perfect flowers. Compares with the best hybrid tea roses. Color deep clear pink. Of immense size. Borne on long stems.

Climbing American Beauty—Grows strong and vigorous; produces large roses of rich carmine color, very fragrant.

American Pillar—Beautiful flowers of brilliant crimson with large white centers which fade to a lighter pink.

Excelsa (or Red Dorothy Perkins)—Improved crimson Rambler; flowers bright scarlet pink produced in great clusters; strong grower.

Crimson Rambler—A very vigorous growing rose; desirable for trailing upon walls or trellises. Foliage large and glossy. When in bloom is a mass of double crimson flowers.

Silver Moon—A continuous producer of faint yellow buds and immense pure white flowers, often four inches across. Deep rich green foliage. A white rose which should be in every garden.

KELLOGG'S CUT PRICES

Make your choice from any of the roses on this page at these big bargain prices.

We pay postage and express, and guarantee safe delivery.

| | | | |
|-----------------------------|--------|------------------------------|--------|
| 1 Rose (your choice) | \$0.48 | 6 Roses (your choice) | \$1.98 |
| 3 Roses (your choice) | 1.17 | 10 Roses (your choice) | 2.97 |

More Than 10 Roses at 29 Cents Each. No Order Accepted for Less Than \$1.00.

Hybrid Perpetual Roses (Two-Year)

(Illustrated Above)

American Beauty—The most popular rose of all. Large blooms of dark pink to soft crimson. Strong hardy grower.

Fran Karl Druselki (or White American Beauty)—The most popular white rose. Flowers pure snow white of immense size, four to six inches across. Hardy grower.

General Jacqueminot—Flowers are large and full. Color scarlet crimson. Very fragrant.

Paul Neyron—A pink rose often measuring six inches across. One of the largest and finest roses.

Hybrid Tea Roses (Two-Year)

Gruss An Teplitz—Fine for rose hedges. Crimson scarlet blooms produced in great profusion from early June until killing frost.

Hadley—Deep velvety crimson which retains its color. Both buds and flowers are beautiful.

Kaiserin Augusta Victoria—Possesses many perfections. One of the most popular roses. Creamy white; large blooms.

Mme. Carolina Testout—Broad petals of bright satiny rose, carmine pink edges. Vigorous and hardy.

Pink Radiance—Strong grower; produces hosts of handsome flowers which range in color from light silvery to salmon pink.

Red Radiance—Roses of clear red without a trace of any other color, retaining its vivid red for a long time. Strong and vigorous grower.

Francis Scott Key—(Red)—A large double, deep red rose of great merit. Very good grower.

Mrs. Charles Bell—(Salmon Pink)—A better name would be shell pink Radiance. A very valuable addition for your garden.

Lady Hillingdon—Clear golden yellow. Handsome flowers. The hardiest yellow tea rose.

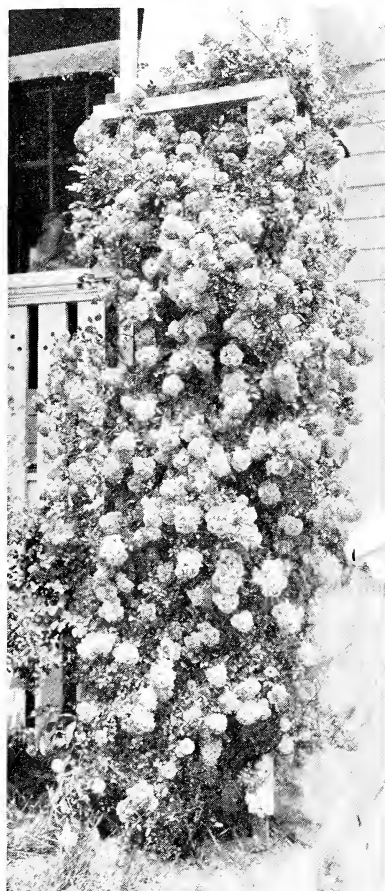
General McArthur—Large flowering, bright red, good clean grower. Very choice.

Satisfaction Guaranteed or Your Money Back

R. M. KELLOGG COMPANY

Three Rivers,

Michigan, U. S. A.



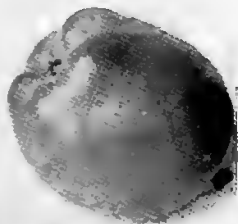
KELLOGG'S MONEY-SAVING PRICES

on
FRUIT TREES ~ SHRUBBERY ~ ROSES ~ VINES

The Biggest Money-Saving Bargains Ever Offered by Kellogg
Order from this List and *Save One-Half* ~ No Orders Accepted for less than \$1.00

STURDY, HEAVY-ROOTED, TWO-YEAR, TRUE TO NAME TREES, as good as can be grown. BEST VARIETIES—Kellogg Quality—Kellogg Service

Kellogg's Apples (Two-Year)



Delicious—Large, beautiful crimson mottled apple. Most delicious for eating, ideal for dessert and pies. Comes into bearing at an early age. Mid-winter variety.

Baldwin—A splendid keeping, winter variety. December to March.

Yellow Transparent—One of the earliest good dessert apples to ripen. Yellowish-white.

Grimes' Golden—Has delicious flavor all its own. Early yellow winter.

Jonathan—Beautiful, bright red; flesh is white, juicy. Excellent flavor. Late fall.

Stayman's Winesap—Dark red tinged with yellow. Succeeds on poor soil. Always dependable.

Wealthy—Almost solid red. Juicy, crisp. Fall.

Rome Beauty—Yellow, overlaid with red stripes. Excellent quality. Winter.

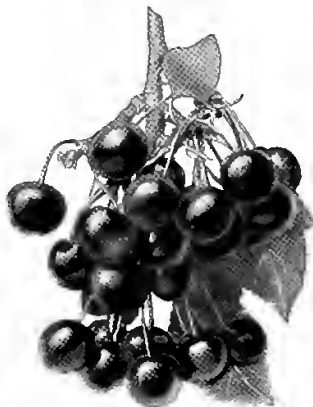
McIntosh Red—Spicy, bright red, of the highest quality. Late fall.

Winter Banana—Lemon-yellow with bright red cheek. Slightly banana flavor.

Duchess—(Early)—Very popular. Vigorous grower. Early summer variety. Fruit large, round, streaked with red and yellow. Juicy and tender.

Northern Spy—(Late Winter)—The old-time favorite. Fruit very large and attractive, of bright striped red color. Excellent keeper. Juicy, crisp and tender.

Kellogg's Cherries (Two-Year)



Early Richmond—The most popular early sour cherry grown; fine for canning and pies.

Montmorency—The king of sour cherries. Comes into bearing early, very productive. Fruit large and juicy; ideal for the home.

English Morello—The standard late sour cherry. Fruit very dark red, almost black. Heavy yielder and hardy.

Black Tartarian—Very popular, easily grown. Fruit large, purplish black, tender, rich and juicy.

Boyal Anne—Fruit extra large of pale yellow with bright red cheek. Firm, juicy and sweet; splendid for canning and for dessert.

Governor Wood—Very early. Fruit is large, yellow, with shades of crimson. The flesh is tender and juicy. Productive and dependable.

Kellogg's Plums (Two-Year)



Burbank—Yearly bearer. Fruit large, round, dark red or purplish. Flesh amber yellow. Melting, juicy with rich sugary flavor.

Abundance—Large and beautiful; rich bright cherry color; flesh light yellow. Trees bear young and are hardy.

Shropshire Damson—One of the finest plums for preserving. Fruit small, oval shaped. Skin purple; juicy and rather tart.

German Prime—Large, long, oval shaped fruit. Much used for drying. Fine for canning. Color dark purple with rich flavor. Productive and hardy.

Satsuma—Strong, healthy grower; fruit medium large, deep red skin and flesh. Good for dessert and cooking. Keeps well. Semi-cling.

Kellogg's Pears (Two-Year)



Bartlett—(Summer Variety)—Golden yellow with red cheek; excellent for dessert and canning. The best of all pears. Keeps late if picked under-ripe.

Clapp's Favorite—Ripens late. Fruit is uniform size; color lemon-yellow; juicy, sweet and rich.

Seckel—Fruit medium size and of russet brown; sweet and rich flavored. Very productive and hardy.

Buerre Rose—Very large, gourd shaped. Golden russet color. Fine grained, juicy and delicious. Ripens early fall.

Kelffer—Large, rich golden yellow tinted red; splendid for canning. Very hardy and productive; long keeper.

Kellogg's Peaches (One-Year)



Elberta—(Yellow Freestone)—America's leading peach. Our biggest seller. Fruits heavily. Comes into bearing early. Peaches large, beautiful, delicious; firm and juicy.

J. H. Hale—(Yellow Freestone)—Ripens early; large fine-grained, handsome peaches; flesh firm and high quality.

Late Crawford—(Yellow Freestone)—Fruits late. Peaches large and handsome with rich flavor.

Early Crawford—(Yellow Freestone)—Very large fruit, rich and juicy; highly flavored. Ideal for the home orchard. Fruits early; the best for eating and canning.

Bochester—(Yellow Freestone)—New early peach; productive as Elberta and delicious as Early Crawford. One of the best.

Champion—(White Freestone)—The champion of all white flesh peaches. Flesh creamy white; one of the sweetest. Fruit extra large; trees productive and hardy.

Kellogg's Cut Prices

Vigorous, heavy-rooted, two-year trees. Sure to grow. Take your choice of any trees listed on these two pages at these Big Bargain Prices. We Pay Postage and We Pay Express and Guarantee Safe Delivery.

No Order Accepted for Less Than \$1.00

| | |
|------------------------|--------|
| 1 Tree (your choice) | \$0.48 |
| 3 Trees (your choice) | 1.29 |
| 5 Trees (your choice) | 1.93 |
| 10 Trees (your choice) | 3.48 |
| 25 Trees (your choice) | 7.84 |

Thirty Trees or More at 29 Cents Each.

◆ ◆ ◆ WE PAY POSTAGE AND WE PAY EXPRESS AND WE GUARANTEE SAFE DELIVERY ◆ ◆ ◆

R. M. Kellogg Company, Three Rivers, Mich.

KELLOGG'S BARGAIN PRICES on Ornamental Shrubbery, Hedges and Vines

Beautify Your Home

With Kellogg's Quality Hedges, Shrubs and Vines at Kellogg's Big Bargain Prices

Amur River North Privet—Very hardy. Rapid grower, forms a solid green hedge. One of the best hedge plants.

10 for \$0.98; 25 for \$1.97; 50 for \$3.78; 100 for \$6.48.

California Privet—One of the most popular hedges. Foliage bright rich green, smooth and shiny.

10 for \$0.78; 25 for \$1.47; 50 for \$2.75; 100 for \$4.98.

Shrubs and Vines (Two-Year)

Amur River Privet Hedge.

Hydrangea A. G.—(Hills of snow)—Adapted for border plantings. Has large clusters of white flowers from late summer till fall.

Hydrangea P. G.—Very handsome shrub, grows six feet high or more. Large heads of white flowers changing to pink. Blooms from mid-summer until fall.

Spirea Anthony Waterer—A dwarf variety. Large heads of magenta pink flowers. Very beautiful.

Weigela Eva Rathke—Grows 5 to 6 feet tall. Very hardy and easily grown. Succeeds everywhere. Brilliant crimson flowers.

CLIMBING VINES

Boston Ivy—A graceful wall climber. Glossy leaves very brilliant in autumn. Bears clusters of blue berries.

Chinese Wisteria—Rapid growing vine with graceful foliage and flowers borne in dense drooping clusters. Very desirable.

Clematis Paniculata—A rapid grower, soon covers large trellis or arbor. Clean glossy green foliage. White fragrant flowers. Blooms late.

Japanese Honeysuckle—Strong, rapid grower; almost evergreen with pure white flowers changing to yellow from July to December.

Trumpet Vine—A tall climbing vine, grows ten to fifteen feet high. Flowers scarlet, very showy.

Virginia Creeper—Tall climbing vine; clings to wall or trunks of trees. In autumn changes to red. Handsome red berries.

Select anything you want in this column at these cut prices. Don't pay more. We pay postage and we pay express.

1—Your choice, only.....\$0.48
3—Your choice, only..... 1.25
6—Your choice, only..... 2.10
10—Your choice, only..... 3.20
25—Your choice, only..... 7.48

Japanese Barberry—A popular hedge plant; foliage brilliant green changing to rich crimson in the fall with scarlet berries. Ornamental in both summer and winter.

Buddleia Butterfly Bush—(Summer Lilac)—Flowers similar to lilac from early summer until late fall.

Deutzia—Pride of Rochester—Strong grower with attractive foliage. Well shaped bush with large double white flowers. Grows six to eight feet high.

Forsythia—Golden Bell—Plant of drooping habit. Covered with yellow flowers in early spring before foliage appears.

Tartarian Honeysuckle—(Pink)—Upright growing shrub. Its pink flowers are very conspicuous. A clean growing plant.

Snowberry—(White)—Thrives in any location. Showy white berries. Very good for foundation planting.

Spirea Van Houtti—Grows 5 feet high or more; very hardy. In full bloom it is a mass of white. Very attractive for ornamental hedges or artistic groupings.

Syringea—Mock Orange—Medium to tall plant. Will grow anywhere. Sweet scented white clusters in early summer.

Weigela Rosea—Pretty foliage; large and showy rose colored flowers produced in great profusion.

Select anything you want in this column at these cut prices. Don't pay more. We pay postage and we pay express.

1—Your choice, only.....\$0.21
3—Your choice, only..... .50
6—Your choice, only..... .90
10—Your choice, only..... 1.30
25—Your choice, only..... 2.58

We Pay the Postage and We Pay the Express

R. M. KELLOGG COMPANY

Three Rivers,

Michigan, U. S. A.

Hydrangea P. G.

Kellogg's **Cuthbert** ^{RED} RASPBERRY

\$3,600.00 from Three Acres

Kellogg's Cuthbert plants have won a reputation for heavy fruiting. Right here in Michigan, the Cuthbert has a record of \$1,200 per acre, \$3,600 from a three-acre plot in one year.

Cuthbert is a hardy, dependable grower. A heavy yielder of large, bright red berries. Adapted to all soils and climates. A favorite in the home garden and for market. See the box of Cuthbert berries, made from actual photograph. Grow Cuthbert, pack like this and get your own price.



Kellogg's Prices

We Pay Postage and Express

| | | | |
|---|---------|------------------|---------|
| 12 Plants----- | \$1.10 | 100 Plants----- | \$3.75 |
| 25 Plants----- | \$1.75 | 500 Plants----- | \$15.00 |
| 50 Plants----- | \$2.45 | 1000 Plants----- | \$28.50 |
| 2,000 or more plants, per thousand----- | \$25.00 | | |

In Colorado and West, add 2 cents per plant.

KELLOGG'S RASPBERRY GARDEN

SPECIAL BARGAIN PRICES

Twelve plants each of these three varieties, Latham, Cumberland and Cuthbert. A total of 36 plants, value \$4.30. Delivered to you for only-----\$3.75

Two of these gardens—25 plants each variety, 75 plants, value \$6.95, for only \$5.85

In Colorado and West, add 2 cents per plant.

Kellogg's Cumberland Black Raspberries *Heavy Yielding ~ The Best of Them All*

CUMBERLAND

Cumberland is the biggest and best black raspberry. Hardest, strongest growing and heaviest fruiting of all the black caps. Ripens medium early. Very firm. Flavor delicious.

Look at the dish of berries, big beauties, aren't they? This is the kind of berries you get when you grow Kellogg's Cumberland.

We never have had enough Kellogg's Cumberland plants to supply the demand.

Less than 100,000 plants this year. If you want Kellogg's high quality Cumberland plants, order early.

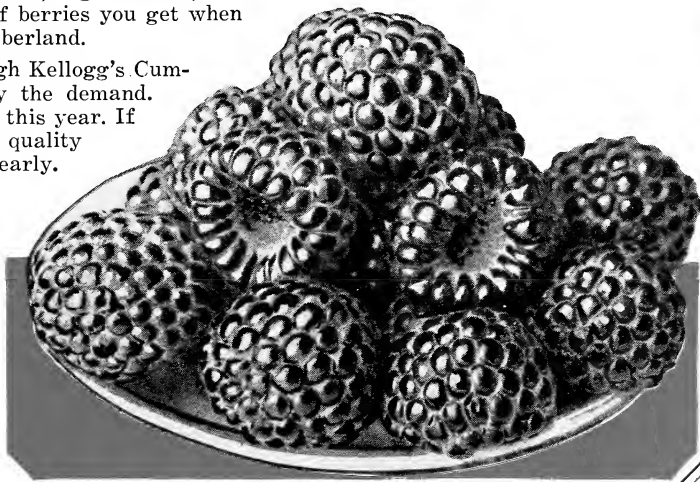
Kellogg's Prices

We Pay Postage and Express

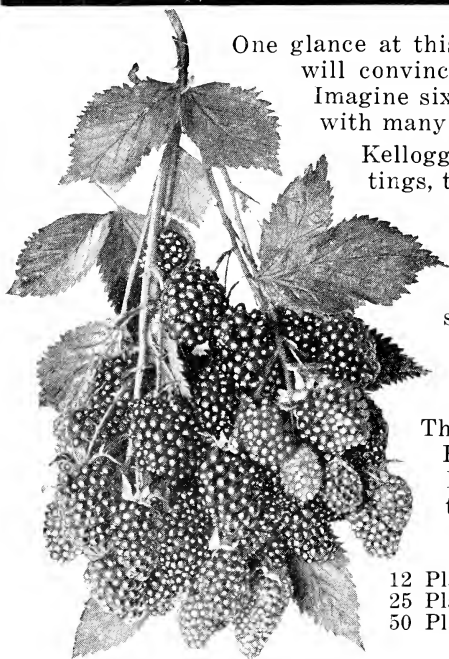
| | |
|-----------------|--------|
| 12 Plants----- | \$1.35 |
| 25 Plants----- | 2.25 |
| 50 Plants----- | 3.25 |
| 100 Plants----- | 4.75 |

More than 100 plants at the hundred rate.

2 cents per plant extra, Colorado and West.



Kellogg's Eldorado Blackberries



One glance at this fruiting stalk of Kellogg's Eldorado Blackberry will convince anyone that Eldorado is a very heavy fruiter. Imagine six or eight big canes in each hill, each cane loaded with many such fruiting stalks as shown here.

Kellogg's Eldorado Blackberries are grown from root cuttings, the best way to propagate pure and highly productive plants. Eldorado is a very hardy blackberry. Succeeds everywhere; all soils, all climates.

Berries are large and jet black. Flavor is sweet, melting and pleasing to the taste. Good keeper and splendid shipper. Eldorado combines all the good qualities found in blackberries. Every branch has several fruiting stalks, each one loaded like the one pictured here.

The leading blackberry for home use and market. Berries ripen when most other berries are gone. Healthful, delicious and profitable. The best for table use and canning.

DELIVERED PRICES

| | | | |
|-----------|--------------|-------------|---------------|
| 12 Plants | ----- \$1.65 | 100 Plants | ----- \$ 5.25 |
| 25 Plants | ----- 2.40 | 500 Plants | ----- 25.00 |
| 50 Plants | ----- 3.45 | 1000 Plants | ----- 48.00 |

In Colorado and West, add 2c per plant.

Kellogg's Selected Grape Plants

We grow only the choicest plants of the seven choicest varieties as follows:

Concord:—One of the most popular of all black grapes. A universal favorite.

Niagara:—Leading white grape of large size, delicious flavor; handsome, compact bunches. Ripens with Concord.

Moore's Early:—Black. Beauty and quality make this a most desirable grape. Hardy and very productive.

Moore's Diamond:—Becoming very popular. Large as Concord. Has a greenish white color with a rich yellow tinge when fully ripe. Flesh juicy and tender.

Worden:—Black. Seedling of the Concord. Berries larger, ripens ten days earlier.

Agawam:—Large, round, dull purple-red, covered with blue bloom. Bunches large. Flavor rich, sweet and aromatic. Has beautiful appearance.

Catawba:—Late ripening variety. Large bunches of large berries with coppery red color, becoming purplish when well ripened.

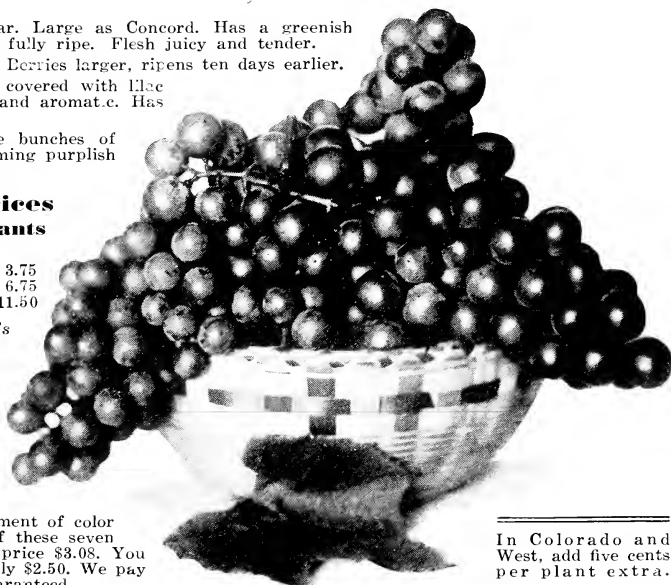
Kellogg's Delivered Prices Two Year, Select Grape Plants

Concord

| | | | |
|-----------|--------------|------------|---------------|
| 1 Plant | ----- \$0.38 | 25 Plants | ----- \$ 3.75 |
| 6 Plants | ----- 1.70 | 50 Plants | ----- 6.75 |
| 12 Plants | ----- 2.50 | 100 Plants | ----- 11.50 |

Niagara, Moore's Early, Worden, Moore's Diamond, Agawam, Catawba.

| | | | |
|-----------|--------------|------------|---------------|
| 1 Plant | ----- \$0.45 | 25 Plants | ----- \$ 5.50 |
| 6 Plants | ----- 2.20 | 50 Plants | ----- 10.00 |
| 12 Plants | ----- 3.00 | 100 Plants | ----- 17.95 |



Kellogg's Grape Arbor

A Real Bargain Offer

Here's your opportunity to have a fine grape arbor of all Kellogg's seven varieties at a real bargain price. A big assortment of color and flavor. One two-year plant of each of these seven varieties, seven big plants in all, regular price \$3.08. You may have this beautiful grape arbor for only \$2.50. We pay the Postage to your door. Safe arrival guaranteed.

In Colorado and West, add five cents per plant extra.

KELLOGG'S ASPARAGUS



\$800 to \$1,000 can easily be made from one acre of Kellogg's Pedigree Washington Asparagus. Easily grown with little work. Big, tender, juicy stalks, the first spring after planting, absolutely the biggest and best asparagus that grows. Perfectly healthy. Rust proof. A big crop every year for twenty years, or more. Fine for the home garden. One of the most healthful foods you can eat. Excellent for the entire human system. Eat asparagus every day and keep the doctor away.

How to Grow Asparagus

Growing asparagus is just like play. Make deep furrows four feet apart, place the asparagus roots two feet apart in these furrows, spread the roots each way. Cover the roots and crown with about two inches of soil. After it grows through this first layer of soil fill in two more inches, continue filling in the soil in this way until the furrows are filled. Cultivate and hoe occasionally. That's all there is to it. Simple and easy — isn't it?

Kellogg's Prices. Big, Giant Roots

We Pay Express and We Pay Postage

| | | | | | |
|-----------|-------|--------|------------|-------|---------|
| 25 Roots | ----- | \$1.45 | 500 Roots | ----- | \$10.75 |
| 50 Roots | ----- | 2.15 | 1000 Roots | ----- | 18.00 |
| 100 Roots | ----- | 3.50 | 2000 Roots | ----- | 32.50 |

In Colorado and West, add 1c per root.



Kellogg's Giant Victoria Rhubarb

Big Pink Stalks

Rhubarb gives you the first "garden sass" in the spring. Soon after the frost is out of the soil rhubarb is ready for your table. Eat all you want. Twelve to twenty-five Kellogg Giant Rhubarb will supply a big family the year around. Use it fresh in the summer and can all you want for winter. Plant Kellogg's Rhubarb this spring and pick it fresh from the garden early next spring. One planting lasts for many years, it never grows old.

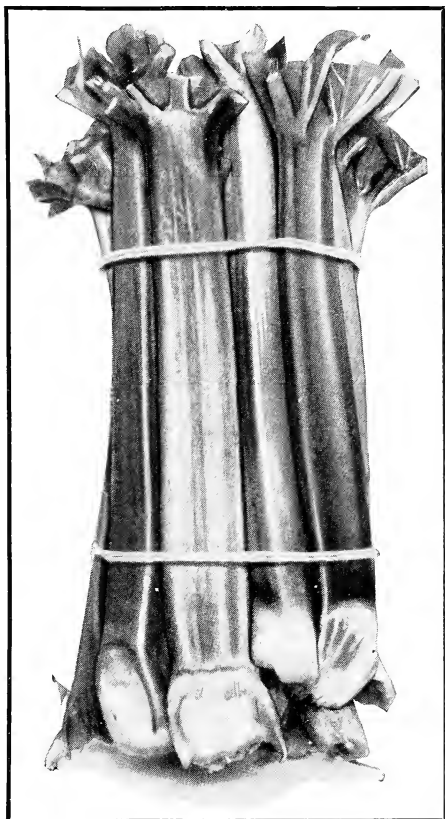
Plant and grow rhubarb just like asparagus. We grow and recommend only Giant Victoria. It's the best. Produces large, pink, juicy stalks of excellent quality. The very best for home and market.

Kellogg's Prices

We Pay Express and We Pay Postage

| | | |
|----------------|-------|---------|
| 6 Big Roots | ----- | \$ 1.00 |
| 12 Big Roots | ----- | 1.55 |
| 25 Big Roots | ----- | 2.65 |
| 50 Big Roots | ----- | 4.75 |
| 100 Big Roots | ----- | 7.85 |
| 500 Big Roots | ----- | 35.00 |
| 1000 Big Roots | ----- | 60.00 |

In Colorado and West, add 5c per root.





Mrs. Beatty's Page

The Family Garden By Mrs. Beatty

Why shouldn't I write a page for you mothers, grandmothers and girls of garden age? It's the women who plan the berry, flower and vegetable gardens. You plan your garden and I plan mine. No women, no gardens.

Now, really, which do you enjoy most—your home or your garden? To me, the garden is a big part of the home. What could give more joy and profit than a whole garden full of flowers, vegetables and berries?

This year we are coming out with two very valuable and beautiful new creations for your garden—a new ruffled and crimped gladiolus, named after me, Mrs. Frank Beatty, and Washington, the “honey-sweet” strawberry.

My namesake “glad” is one of the most beautiful and attractive “glads” I ever have seen. Washington, the “honey-sweet” strawberry, is my favorite of all strawberries. My, but they are big ones and so very dark red and glossy. The juice is just like syrup, really requires no sugar; makes the most delicious shortcake you ever tasted.

My new “glad” is pictured on this page. Sorry we could not show it in colors, but you can imagine its gorgeous beauty from this description. A very strong growing “glad.” Grows tall, with extra large spikes. One spike makes a bouquet. Flowers very large and well set. Blooms rather early. Keeps well after cutting. Color delicate orange salmon. Throat petal tinted with yellow and red. Ruffled and crimped. One of the largest and most beautiful “glads” we have ever seen. Admired by everyone. She's a real beauty.

Being new, we have only a small stock of blooming size bulbs, which are priced at \$5.00 each; a very low price for such an attractive new “glad.”

I'm very proud of my namesake “glad” and want you to see it blooming. On the next page we tell how you can get one of these bulbs, together with bulbs of 24 other charming varieties, at an unusually low price. This gives you an opportunity to see and visit with “me” in your own garden.

If you love flowers as much as I do you will surely want one of these big bargain collections of the very choicest varieties. Remember, we have only a small stock of Mrs. Frank Beatty bulbs, so I suggest you order early.

Sometime, when you are out motoring, come to Three Rivers and see the flower and berry wonderland. You'll see sixty acres in gladioli, one hundred acres of strawberry plants and acres and acres of raspberries, blackberries, rhubarb and asparagus; everything for your garden. You will enjoy it here and you are welcome any time.

Sincerely yours,

Mrs. F. E. Beatty



Mrs.
Frank E.
Beatty

Mrs Beatty's Superb Collection of Gladioli

A \$9.00

Value for only \$2.00

Wouldn't you love to see Mrs. Frank Beatty, the gorgeous ruffled gladiolus, blooming in your garden? It's a flaming orange salmon—the most striking color you ever saw. Well, you can get this beautiful \$5.00 Glad and 24 other charming named varieties, ruffled and plain petaled, all desired colors, for only \$2.00, postpaid. All choice, big flowering named varieties, but not labeled, except Mrs. Frank Beatty, which will be labeled. Think of it, better than a \$9.00 value for only \$2.00, postpaid. We guarantee you will be satisfied at blooming time or we will send you another collection free.

Glory Mixture

Glory Mixture is right—for this is a most glorious mixture of beautiful glads of every color. Large flowers. Strong spikes. A new thrill every day in this mixture. Another collection free if you're not satisfied. A real bargain.

| | | |
|---------------------|-------|--------|
| 12 Bulbs, postpaid | ----- | \$1.00 |
| 100 Bulbs, postpaid | ----- | \$6.50 |

Special Bargain Mixture

| | | |
|---------------------|-------|--------|
| 12 Bulbs, postpaid | ----- | \$0.50 |
| 100 Bulbs, postpaid | ----- | \$2.00 |

Mostly Primilinus. Also contains a good percentage of higher priced, standard varieties. Prims are beautiful; each flower stands out individually. Very fine flowers of most all colors. Order 100 bulbs and I will add 4 bulbs of choice, named varieties, not labeled. Four bulbs alone worth \$1.00. This gives you 104 bulbs for only \$2.00.

In Colorado and West, add one-half cent per bulb on all Gladioli orders.

A "Mrs Frank Beatty" Bulb Given to You FREE

With "Superb Collection"

Order our "Superb Collection" early and you will get a Mrs. Frank Beatty \$5.00 bulb without any additional cost. \$9.00 value for only \$2.00. Just think, 25 blooming size bulbs, a garden full of gorgeous color and beauty for less than one-half the price of the Mrs. Frank Beatty bulb. Don't wait.

ORDER EARLY.

*Mrs. Beatty's
Superb Collection
of Gladioli*

Kellogg's 1930 Prices

We Pay Postage *and* We Pay Express

Note: We pay Postage and Express on everything, everywhere, east of Colorado. In Colorado and west, add 20 cents per hundred plants to pay extra costs.

HOW TO ORDER:—Prices apply separately to each variety in the columns in which they are given—not to a combination of varieties. For example, 200 plants of Kellogg's Premier (in column three) will cost you \$2.75; but 100 Premier and 100 Early Bird will cost you \$3.50—\$1.75 for the Premier and \$1.75 for the Early Bird.

All strawberry plants are tied in bunches of 25 and must be ordered in multiples of 25. We ship during March, April and May only. Will ship your plants at the proper planting time unless you instruct us otherwise. Full remittance should accompany each order amounting to \$5 or less. One-third payment

will reserve stock on larger orders, balance to be paid before March 15th. Full payment should accompany all orders sent after March 15th.

Please remit by postal or express money-order, bank draft or check. Not safe to send money in letter, unless registered.

PRICES OF STRAWBERRY PLANTS

| Standard or June Bearing Varieties | | | | | | | | Everbearers | |
|---|--------|---|--------|--|--------|--|---------|--|---------|
| COLUMN 1 | | COLUMN 2 | | COLUMN 3 | | COLUMN 4 | | COLUMN 5 | |
| Senator Dunlap (B) | | Gibson (B) Dr. Burrill (B) | | Early Bird (B) K. Premier (B) K. Big Late (P) K. Marvel (B) | | K. Beauty (B) | | Progressive (B) | |
| Plants | Price | Plants | Price | Plants | Price | Plants | Price | Plants | Price |
| 25----- | \$.45 | 25----- | \$.55 | 25----- | \$.75 | 25----- | \$ 1.25 | 25----- | \$ 1.05 |
| 50----- | .70 | 50----- | .80 | 50----- | 1.10 | 50----- | 1.95 | 50----- | 1.55 |
| 75----- | .90 | 75----- | 1.05 | 75----- | 1.45 | 75----- | 2.55 | 75----- | 2.10 |
| 100----- | 1.05 | 100----- | 1.25 | 100----- | 1.75 | 100----- | 3.00 | 100----- | 2.55 |
| 125----- | 1.20 | 125----- | 1.40 | 125----- | 2.00 | 125----- | 3.45 | 125----- | 2.95 |
| 150----- | 1.35 | 150----- | 1.60 | 150----- | 2.25 | 150----- | 3.90 | 150----- | 3.30 |
| 200----- | 1.65 | 200----- | 2.00 | 200----- | 2.75 | 200----- | 4.80 | 200----- | 4.05 |
| 250----- | 2.00 | 250----- | 2.30 | 250----- | 3.25 | 250----- | 5.70 | 250----- | 4.80 |
| 300----- | 2.30 | 300----- | 2.65 | 300----- | 3.75 | 300----- | 6.60 | 300----- | 5.55 |
| 400----- | 2.75 | 400----- | 3.20 | 400----- | 4.55 | 400----- | 8.10 | 400----- | 6.75 |
| 500----- | 3.00 | 500----- | 3.50 | 500----- | 5.00 | 500----- | 9.00 | 500----- | 7.50 |
| 1000----- | 5.85 | 1000----- | 6.85 | 1000----- | 9.85 | 1000----- | 17.75 | 1000----- | 14.75 |
| 2000----- | 11.50 | 2000----- | 13.50 | 2000----- | 19.50 | 2000----- | 35.00 | 2000----- | 29.00 |
| 3000----- | 17.00 | 3000----- | 19.95 | 3000----- | 28.50 | 3000----- | 51.75 | 3000----- | 42.75 |
| 4000----- | 22.00 | 4000----- | 26.00 | 4000----- | 37.00 | 4000----- | 68.00 | 4000----- | 56.00 |
| 5000----- | 27.00 | 5000----- | 32.00 | 5000----- | 45.00 | 5000----- | 83.75 | 5000----- | 68.75 |
| More than 5,000 at rate of \$5.40 per thousand. | | More than 5,000 at rate of \$6.40 per thousand. | | More than 5,000 at rate of \$9.00 per thousand. | | More than 5,000 at rate of \$16.75 per thousand. | | More than 5,000 at rate of \$13.75 per thousand. | |

KELLOGG'S GUARANTEE

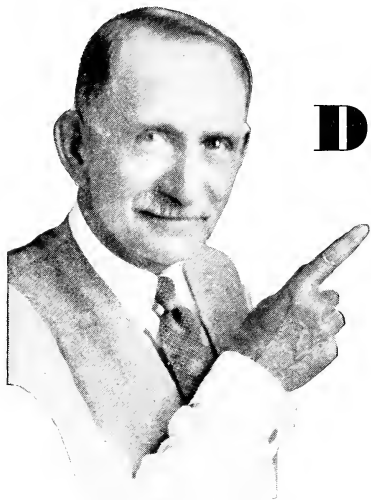
True-to-Name. Healthy Stock, FREE DELIVERY, Safe Arrival
Yes, indeed, we guarantee all Kellogg berry plants and other stock to be true to name and healthy or your money back. All plants must reach you in good growing condition or your order refilled free of charge, transportation prepaid by us. Our only limit, when we are at fault, is the amount you have paid us. We cannot be responsible for more than that amount, and we know you do not expect us to.

FRUIT TREES, SHRUBBERY, ROSES or VINES

IF you want Fruit Trees, Shrubbery, Roses, or Vines, send us a list of your wants and we will quote you low prices on high grade stock. **WE** guarantee safe delivery and **WE** pay express.

R. M. KELLOGG COMPANY, Three Rivers, Michigan

Order Early



BIG DEMAND



READ THESE FACTS

Kellogg Customers Know It Pays to Order Early

Enid, Oklahoma.
June 18, 1929.

R. M. Kellogg Co.
Dear Sirs:

Please book my order for next spring's delivery and I will notify you next spring when I want the plants shipped.

Yours truly,
Mrs. Ralph H. Carr.

R. F. D. 2, Buffalo, N. Y.
June 21, 1929.

R. M. Kellogg Co.
Three Rivers, Mich.

Gentlemen:

Enclosed find money order for \$7.50 for which send me 500 Progressive Everbearing strawberry plants next spring.

Yours truly,
Andrew Benson.

I am going to give you the facts regarding the berry plant situation so I will not be to blame if your order is not sent in early enough to get what you want.

The demand for all kinds of berry plants is going to be greater this year than ever before. I know there will not be enough berry plants to supply the demand this year and I am going to tell you why I know this to be a fact.

Last June growers began to send in their orders for plants and orders kept coming and increasing right along through the entire summer months. As early as September 15th we had ten times more orders booked than we ever had before so early in the season.

When growers start ordering their plants nearly a year before planting time we know there are good reasons for these early orders. These growers know the berry plant crop in all sections is below normal. They also know that even in normal years there are never enough Kellogg plants to supply the demand.

Kellogg's Thorobred Pedigree plants have been making the growers unusually big profits during the past few years. There is every reason to believe that the profits will be greater in future years than they ever have been in the past. These growers know from past experience that they must order early to get the Kellogg plants which make these big profits for them.

I am giving you these facts for your own protection. Order early and you will be protected. Even with our big acreage of plants this year we will not have enough plants for customers who wait until the last minute before ordering. This year it is more important than ever before for you to order early.

CANADIAN CUSTOMERS READ THIS CAREFULLY—VERY IMPORTANT

All prices quoted in this book are United States prices. Canadian customers are to add 30% to pay duty and clearance charges. For example: If your order amounts to \$20, add 30%, which is \$6, making a total of \$26. This will be the entire cost of your plants, delivered to you, everything prepaid. If your order amounts to only \$5, at United States prices, the amount you are to remit is \$6.50. No matter how small or large your order is always add 30% to prices in this book. It is much better for you to have us prepay the duty and clearance charges. When the duty is prepaid your plants go direct to you without delay. When the duty is not prepaid your plants are held at the customs office until you are notified and you remit the amount of duty.

The Kellogg way and Kellogg service are best for you. We obtain your permit, prepay the duty and transportation; we look after all these details for you. Just send your order and remittance and we will do the rest. This Kellogg service insures quick and safe delivery of your plants. Order anything in this book and all you want, except gladioli bulbs. We cannot ship bulbs into Canada. We do not ship anything to Manitoba, Saskatchewan, Alberta and British Columbia.

R. M. KELLOGG COMPANY



THREE RIVERS, MICHIGAN

KELLOGG'S MASTODON

THE JUMBO OF THEM ALL



The World's Greatest Everbearing Strawberry

Kellogg's Thorobred Mastodon Everbearing Plants start fruiting three months after planting, and continue fruiting until late fall. Another big crop the following summer. Still another crop the following fall. Three big crops in eighteen months. Grow Mastodon for quick results and big profits.

R.M.KELLOGG CO. *Three Rivers, Mich.*